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THIRTEENTH ANNUAL REPORT

of

13 JUL 1955

**THE
PROVINCIAL MARKETING
BOARD**

**DEPARTMENT OF INDUSTRIES
AND LABOUR**

**GOVERNMENT OF THE PROVINCE
OF ALBERTA**

1951

Submitted by
GEORGE A. CLASH
Chairman



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PROVINCIAL MARKETING BOARD
ANNUAL REPORT—1951

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EXTRACT FROM

THE ALBERTA MARKETING ACT

(1939, c 3, s 1)

Revised Statutes of Alberta 1942

Volume III, Chapter 253

An Act respecting the Marketing of
Natural Products and other Commodities
and to provide for the regulation thereof
within the Province.

THE PROVINCIAL MARKETING BOARD

(1) "For the purpose of providing producers, manufacturers, distributors and consumers in the Province with the means of buying and selling goods, wares, merchandise and natural products at a price which is fair and equitable, the Lieutenant Governor in Council may constitute a Board to be known as "The Provincial Marketing Board", which shall be a body corporate and shall be empowered to buy and sell and deal in any goods, wares, merchandise and natural products, or any of them whatsoever, either by wholesale or retail, or both by wholesale and retail, and to act as a broker, factor or agent for any person in the acquisition or disposition of any goods, wares, merchandise or natural products, and for the purpose to do and transact all acts and things which a natural person engaged in a general mercantile business has the capacity or the power to transact.

(2) With the approval of the Lieutenant Governor in Council the Provincial Board is empowered to engage in any or all of the following businesses, namely, manufacturing, producing, processing, handling or distributing of any goods, wares, merchandise or natural products, and incidentally thereto, to acquire by purchase or otherwise any land or any other property required by the Provincial Board for the purpose of or incidental to any such business and to do and to transact all acts and things which a natural person engaged in any such business has the capacity or power to transact, including the borrowing of money for any of the aforesaid purposes."

THE PROVINCIAL MARKETING BOARD
DEPARTMENT OF INDUSTRIES AND LABOUR
GOVERNMENT OF THE PROVINCE OF ALBERTA

10302 - 107th Street,
Edmonton, Alberta,
December 31st, 1951.

To:

Honourable Dr. J. L. Robinson,
Minister,
Department of Industries and Labour.

Sir:

It is my privilege to submit herewith the thirteenth Annual Report of the Provincial Marketing Board for the year ending December 31st, 1951, together with report of:

- (a) Expenditures approved by the Board as Agent of the Government of the Province of Alberta, in connection with the construction, operation and maintenance of the Oil Sands Project at Bitumount, Alberta.
- (b) Acting as Agent of the Minister of Public Works by authority of Order-in-Council No. 369/47, report of proceeds of sales for the year ended December 31st, 1951.
- (c) Financial Report of Marketing Services Limited (a wholly owned subsidiary of the Provincial Marketing Board) for the year ended December 31st, 1951.
- (d) Financial Report of Prairie Woollen Mills, Limited (a wholly owned subsidiary of the Provincial Marketing Board) from January 1st to December 31st, 1951.

The Financial Reports referred to above have been prepared and audited by direction of the Provincial Auditor.

THE PROVINCIAL MARKETING BOARD

POLICY OF THE BOARD

1. To encourage the development of Alberta by promoting industrial enterprises for the utilization of our natural resources.
2. To assist industries, through the mass buying of raw materials.
3. To assist farmers of the Province to reduce production costs by making available to them machinery parts and other supplies essential to farm production, at low prices.
4. To assist in the distribution of the products of Alberta farms and industries and by direct contact to, make the people of Alberta familiar with the merits of Alberta-Made Goods.
5. To assist in the rehabilitation of returned veterans and others, by making available to them demolition materials, thereby providing them with the means of constructing homes and places of business.
6. To sponsor, manage and operate industries within Alberta for the utilization of our natural resources.

SCOPE OF REPORT

In keeping with the range of the activities and responsibilities of the Provincial Marketing Board, this report is divided into the following Sections:

- A. Activities relating to Production.
- B. Buying Policies.
- C. Selling and Promotional Activities.
- D. Implement Parts Distributors.
- *E. New Industrial Development.
- F. Veterans' Rehabilitation Assistance.
- G. Trading Activities—All trading activities during the year under review were conducted by the Board's Sales Division and by its wholly owned subsidiaries, Prairie Woollen Mills, Limited and Marketing Services Limited. The Provincial Auditor's reports and financial statements covering these activities are submitted with this report.
- H. Comparative Tables of Statistical Data.

* (See Note on Page 11.)

A. ACTIVITIES RELATING TO PRODUCTION

During the year 1951, the Provincial Marketing Board continued to extend assistance to Alberta Industries.

Defence Contracts and requirements contributed to high employment and increased purchasing power. They also had the effect of channelling the limited supplies of materials and manpower into defence projects and plants. This reduced sharply available materials for manufacture or construction to the point where certain consumer lines were in short supply, and the erection of homes curtailed. At the same time, employment in Cities was so readily available that agriculture and lumbering and other types of outside employment suffered greatly from a manpower deficiency. This was particularly evident during the harvest season of 1951 when farmers found it practically impossible to hire labour, skilled or unskilled, to aid in harvesting a bumper crop. The ultimate loss of a high percentage of the crop was due to adverse weather conditions, but more grains could have been harvested had there been more labour available early in the season. Workers consistently refused to leave the Cities for the farms even when high rates of pay were offered.

Controls were early placed on metals and industry had to learn again to operate by Permit and quota. Definite statements by Ministers of the Federal Government are to the effect that such controls and restrictions will have to be increased in 1952, and that the steel shortage, current throughout 1951, will be much more severe in 1952.

The Provincial Marketing Board has kept in close touch with these developments and has been successful in supplying a number of industries with materials for construction or fabrication. In many cases the Board has helped industries simply by putting managements in touch with agencies capable of supplying their requirements. In a few cases the Board has actually procured supplies, not otherwise available to the manufacturer or processor.

The Oil Industry continued its amazing growth which shows no sign of slowing down. Elsewhere in this Report actual figures will record the progress of the development of this natural resource. The industry brought in oil well casing from many sources and has apparently been successful in meeting its requirements. West Germany, Belgium and England have produced satisfactory casing, the United States, however, provided the major proportion, but defence requirements in that country are now affecting this export. Japan is producing seamless pipe in a few sizes, and tank steel for American and Canadian markets, but imports have not yet reached a noticeable volume. While exploration may be carried on during 1952 with marked success, development may be unable to follow as it should by reason of a shortage of metal supplies. One of the greatest of the drilling companies described the outlook for 1952 as "grim".

Aluminum was more readily obtained during 1951 than had been anticipated and the Board is still locating this metal in sheets,

ingots and prefabricated extrusions. The outlook for this commodity for 1952 does not appear to be difficult.

Possibly no material in universal demand changed as widely as did wool. The fluctuations in price were beyond anticipation and it was difficult to arrive at any satisfactory explanation as to the reasons for increases and decreases. Present prices at World auction sales in Australia and New Zealand are sharply down from the alarming heights reached in 1950 and early 1951 but the available supplies from all sources are still much below World requirements.

Galvanized sheet metal supplies were obtained throughout 1951 to meet the needs of those industries who applied to the Board for assistance but at no time was there the smallest surplus, and existing stocks are being hoarded by manufacturers against an anticipated decrease in availability in 1952.

Scrap metal is in general demand, as are also clean cotton waste and white rags. Quite heavy shipments were made to Eastern Canada from Alberta but Provincial requirements now are taking priority. The establishment of a foundry in Edmonton has opened a new market for suitable scrap in the Northern portion of the Province.

During 1951 assistance was continued on a varying scale to:

- (1) Furnace manufacturing.
- (2) Automatic Coal Stoker manufacturing.
- (3) The Propane Gas Industry.
- (4) The Pipe for the installation of pipe lines for conveying natural gas to Towns and Villages.
- (5) The manufacture of Rock Wool Insulation.
- (6) The importation of steel for manufacturing requirements of the Oil Industry.
- (7) The importation of pumps and prefabricated buildings and tanks for the Oil Industry.
- (8) Acquirement and distribution of cement for the manufacture of cement blocks and concrete culverts.
- (9) Acquirement of Raw Wool both by direct import and domestic purchases.

This Board continued to act as Agent for the Board of Trustees for the Alberta Government in the Oil Sands Project at Bitumount. The Project is at present on a maintenance basis but only research is being continued and the Plant is in readiness and could be placed in operation at short notice. Elsewhere in this Report reference will be made to a successful Symposium held in September, 1951 in connection with this Project.

This Board's activities in direct manufacturing through the Crown Corporation known as Prairie Woollen Mills, Limited have resulted in the manufacture, distribution and sale of Alberta-Made woollen products throughout the Provinces of Western Canada,

direct representation to the trade having been maintained by travelling representatives through the year. The requirement of supplies for the Armed Forces resulted in an order for blankets being received from the Dominion Government. The high cost of wool has been reflected by the reduced demand for products made entirely from Virgin Wool.

The experience of the Provincial Marketing Board and its knowledge of the location and availability of urgently needed supplies will no doubt be called upon in increasing degree so long as the threat of impending World hostilities continues to menace our peace-time economy.

B. BUYING POLICIES

To these reference has already been made. In regard to costs, it is self-evident that small manufacturers purchasing their raw materials in small quantities cannot hope to compete with Firms who obtain their materials at lower prices by purchasing in large quantities. The effects of restricted buying on the small local manufacturer are higher costs and prices, resulting in inability to compete successfully with larger businesses.

To offset this disadvantage, the Provincial Marketing Board is empowered to purchase raw materials in quantity. This means substantial savings which are then passed on to the manufacturer. To this end the Board has purchased through its Crown Corporation, Marketing Services Limited, quantities of sheet steel and iron castings, paper sacks, coal, steel, iron, aluminum, lumber, cement, stoker parts, bee foundation, pipe and castings, acetylene cylinders, steel bars and tubing, linoleum, wool, oil well casing, propane gas equipment including cylinders, ranges, radiants, hot water tanks and regulators. These have been held in storage and released as required by the manufacturer or distributor, with the result that Alberta industries have been placed upon a more equitable competitive basis.

C. SELLING AND PROMOTIONAL ACTIVITIES

From the time it was first organized the Provincial Marketing Board has been active in encouraging the sale of Alberta products. Not only by intensive campaigns of promotional advertising, but through personal contacts made and by correspondence, this work has been energetically carried on. Inquiries are received continuously from various sections of Canada and from other countries, concerning Alberta products available and their quality.

There has been an increased demand for Alberta production, particularly food-stuffs, building materials, cement, machinery and equipment such as bulldozer blades, overhead shovels, grain loaders, carburetors, and the outlook for an ever more active demand for goods produced in Alberta is encouraging.

D. IMPLEMENT PARTS DISTRIBUTORS

During depression years, in answer to a real need, Implement Parts Stores were opened in several cities and operated to provide goods at a reasonable markup above laid down cost. These stores, to a considerable extent, influenced the general retail prices of the articles stocked. The principal lines were tractor and farm machinery parts.

As economic conditions improved with the passing years and the basic farm income grew to new heights, the increased purchasing power made buyers less price-conscious and better able to procure replacement parts at current prices from the regular line Company Agents. The original need for stores such as the Implement Parts Depots lessened to the point where it was considered they no longer filled a real need in the Province. A decision was reached to discontinue this effort for a time. The result will be carefully studied and the experience gained in the past operations will continue at the disposal of the purchasing public. All branch stores have now been closed, with the exception of the Edmonton warehouse and office.

During the years 1948 to 1951 the Board introduced to farmers the M.S.L. Disc Sharpener. This revolutionary Implement Parts equipment offers an entirely new way of sharpening discs right on the farm. In the past, too much time was lost through the farmer having to dismantle his discs and take them to the nearest blacksmith or machine shop for sharpening, but now, with the M.S.L. Disc Sharpener, he can do the job himself. Considerable interest has been shown by farmers in this Sharpener, and enquiries have been received regarding it from farming centres from British Columbia to Ontario.

The Board prepared for distribution to farmers in 1950 a sixty-page service booklet, giving information as to farm machinery repair parts and prices of same, which should be a guide to the farmer in estimating potential repair costs or for comparison with prices charged by line Companies. Should the farmer be unable to obtain repair parts at reasonable prices, he may write to or call at the Edmonton office of the Marketing Board's Crown Corporation, Marketing Services Limited, and secure the necessary parts from a stock maintained in Edmonton.

E. NEW INDUSTRIAL DEVELOPMENT

(NOTE: With respect to this Section, the Provincial Marketing Board points out that it is so concerned in and so closely connected with the industrial development of the Province, it is deemed advisable to include with its report on its own more direct responsibilities a cross-section of the progress made by a number of the Cities and Towns of the Province during 1951. The survey which follows is presented in concise form and has been obtained from apparently reliable sources.)

In spite of difficulties and serious handicaps in securing supplies during 1951, certain industries continued to extend their

facilities. This survey discloses that a very definite trend towards industrial development is taking place. The following figures aptly illustrate this trend and include industries which are contemplating or have actually commenced operations in the Province. Cities and Towns are in alphabetical order for ready reference.

CALGARY, Alberta

Statement of Building Permits issued in 1951—

Total—3,293

Value—\$22,361,790.00

This amount is composed of:

1,304	Single Dwellings	\$ 12,362,250.00
50	Two Family Dwellings	564,800.00
18	Apartments and Apartment Blocks	413,000.00
11	Schools	1,441,065.00
5	Dominion Government Buildings	1,368,221.00
139	Business Buildings	3,174,395.00
903	Alterations and Repairs	2,612,130.00
777	Garages and Sheds	395,055.00
86	Billboards and Signs	30,874.00
		—————
		\$ 22,361,790.00

In comparison with the year 1950, a decrease will be noted, indicating a lessening of the urgent demand which followed the termination of the war effort and also contributed to by the continuing shortage of basic materials. The decrease is in number—843, and in value—\$3,502,549.00.

CITY OF CALGARY COMMERCIAL AND INDUSTRIAL PROGRESS—1951

Industries:

Calgary Brewing & Malting—Soft Drink Plant.
Rosedale Cleaners—Cleaning Plant.
Palm Dairies Limited—Ice Cream Plant.
Alberta Transit Mix—Gravel Plant.
Gould Storage Battery Limited.
Steel-Crafts (Alberta) Limited—Addition.
Stewart Electric Hatcheries.
Central Machine Company.
Insulation Industries—Addition.
Noble Candy Limited.

Warehouses (New and Additional):

Alberta Liquor Control Board.
Bell and Morris—Addition.
Massey-Harris Company—Addition.
Northern Hardware—Office and Warehouse.

Niagara Paper Products.
 Kraft Foods.
 Motor Car Supply Company.
 Smith Davidson & Wright.
 J. I. Case.
 Christie Brown & Company.
 Hudson's Bay Company.
 Storey & Campbell.
 Industrial Road & Equipment.
 Martin Paper Products—Warehouse Addition.
 MacCosham Storage.
 C. M. Donald Limited—Addition.
 Davidson Enman Lumber Company.
 Eau Claire Lumber Company.
 Eastman Oil Well Service Company Limited—Office and
 Warehouse.
 N. A. Barker Limited.
 West-Coast Lumber Sales.
 Seismic Service Supply Limited—Addition.
 H. R. MacMillan.

CITY OF CALGARY STATISTICS

1951

		Inc. or Dec.
Purchased Power (KW. Hrs.)	213,020,510.	12.22 Inc.
Electrical Customers		
Domestic	33,977.	
Commercial	5,791.	
Power	2,384.	

Gas Customers	42,152.	5.82 Inc.
Gas Consumption	35,035.	7.43 Inc.
Water Connections	21,191,839.	M.C.F. 2.57 Inc.
Telephones	30,358.	6.38 Inc.
Building Permits	46,632.	16.29 Inc.
Passengers (Transit System)	\$22,361,790.	13.54 Dec.
	29,965,777.	2.61 Dec.

BANK CLEARINGS

	1951	1950	Increase
Calgary	\$1,398,103,543.	\$1,217,515,129.	\$180,588,414.

DRUMHELLER, Alberta

Statement of Building Permits issued in 1951—

Total—50

Value—\$134,625.00

This amount is composed of:

5	New Dwellings	\$ 38,800.00
36	Dwelling Alterations	21,010.00
2	New Institutional Buildings	64,500.00
2	Institutional Buildings—alterations	1,750.00
4	Commercial Buildings—alterations	1,565.00
1	New Industrial Building	7,000.00

\$134,625.00

It is noted that in December, 1951, a Theatre was destroyed by fire. The estimated value of its replacement in 1952 is \$165,000.00. A reduction in the value of building permits issued is noted here, as in other Cities, the amount being \$253,375.00 below the 1950 total.

EDMONTON, Alberta

Statement of Building Permits issued in 1951—

Total—5,343

Value—\$36,394,684.00

This amount is composed of:

146	Commercial	New	\$ 5,974,550.00
246	Commercial	Alterations and Repairs	2,008,800.00
115	Commercial	Adjusting	1,602,179.00
25	Institutional	New	4,877,736.00
24	Institutional	Alterations and Repairs	2,910,199.00
20	Institutional	Adjusting	364,934.00
23	Residential	Apartments— New	1,070,500.00
9	Residential	Apartments— Adjusting	56,545.00
1579	Residential	Dwellings \$1000. and up	14,020,000.00
867	Residential	Alterations and Repairs	699,753.00
380	Residential	Adjusting	708,817.00
6	Public Buildings	New	310,000.00
1754	Miscellaneous	New	1,292,888.00
147	Miscellaneous	Alterations and Repairs	482,783.00
2	Miscellaneous	Adjusting	15,000.00

\$36,394,684.00

As was referred to under the Calgary statistics, the above represents a decline from the high point reached in 1950, and for similar causes. The decrease is in number 442 and in value \$10,184,688.00. The increased requirements for Defence Production undoubtedly were a factor in the general reduction in civilian construction.

INDUSTRIAL PROGRESS IN 1951

Firms who purchased land on which buildings were erected or were in process of erection during 1951:

General Steel Wares—Warehouse.
 International Harvester Co. Ltd.—Implement Warehouse.
 Newhouse Limited—Grocery Warehouse.
 Western Grocers—Warehouse.
 Weston Bread & Cake Co.—Bakery.

Value of preceding buildings	\$2,725,000.00
Cost of Land	102,199.00

Land was acquired by the following firms in 1951 but construction and/or erection has been carried over to 1952:

Alberta Co-Operative Seed Growers Ltd.—
 Seed Cleaning Plant.
 Ashdown Hardware Co. Ltd.—
 Heavy Hardware, Refrigerators, Steel, etc.; Warehouse.
 Canadian Coachways Ltd.—
 Warehouse and Repair Shop, etc.
 J. I. Case Company—
 Agricultural Implement Warehouse.
 John Deere Plow Co.—
 Agricultural Implement Wholesale Warehouse.
 Edmonton Produce Co.—
 Warehouse and Cold Storage.
 J. Fyfe-Smith Co.—Hardwood Warehouse.
 Great West Garment Co.—Clothing Factory.
 Grinnell Company of Canada Ltd.—
 Sprinkler System and Pipe Fittings, etc.; Warehouse.
 Hudson's Bay Company—Warehouse.
 MacMillan Export Company—
 Veneer and Wood Products Warehouse.
 Martin Paper Products—Paper Boxes, etc.
 Metals Limited—Pipe Fittings, etc.; Warehouse.
 Minneapolis-Moline of Canada Ltd.—
 Agricultural Implement Warehouse.
 Northwestern Manufacturing Ltd.—Clothing Factory.
 Smith, Davidson & Wright—Paper Products Warehouse.

Value of Buildings	\$3,960,000.00
Cost of Land	\$ 229,860.00

The following buildings were constructed or under construction during 1951:

Anfo Steel Corporation—

Manufacturers of Prefabricated Steel Buildings.

General Petroleums Limited.

Great North Foundry Company—Soil Pipe Foundry.

Shoquist Construction Company—

Manufacturers of Prefabricated Buildings.

Wilkinson & McClean—Building Supply Warehouses.

Value of Buildings	\$ 472,000.00
Cost of Land	\$ 45,305.00
Value of Industrial Buildings built or building in Edmonton City during 1951	\$3,097,000.00
Value of Industrial Buildings to be built on City land already purchased	<u>\$4,060,000.00</u>
	<u>\$7,157,000.00</u>
Value of City land sold for erection of above buildings	\$ 378,164.00

The following Companies completed or started construction on buildings during 1951 in the Refinery Area:

British American Oil Co.—Refinery	\$ 10,000,000.00
Building Products Limited—	
Building Supplies	500,000.00
Canadian Industries Limited—	
Polyethylene Flake Plant	13,000,000.00
Celanese Corporation	
(Canadian Chemical Co.)	54,000,000.00
McColl-Frontenac Oil Co.—Refinery	10,000,000.00
Sherritt-Gordon Nickel Refinery	17,500,000.00
United Steel Corporation—	
Heavy Machinery	300,000.00
	<u>\$105,300,000.00</u>

BANK CLEARINGS

	1951	1950	Increase
Edmonton	\$1,332,219,273.	\$1,205,326,469.	\$126,892,804.

LETHBRIDGE, Alberta

Statement of Building Permits issued in 1951—
 Total—589
 Value—\$4,820,675.00

This amount is composed of:

228	Fully Modern Residences	\$2,126,300.00
9	Fully Modern Duplexes	98,500.00
104	Residential Garages	49,175.00
5	Warehouses	117,000.00
5	Store Buildings	116,000.00
3	Office Buildings	14,500.00
1	Church	175,000.00
2	Public Garages	10,000.00
1	Bank Building	150,000.00
1	Newspaper Building	250,000.00
1	Nurses' Residence	312,000.00
6	Miscellaneous Buildings	12,950.00
1	Scout Hall	12,000.00
1	Alberta Government Courthouse	400,000.00
159	Residential Repairs, Alterations and Additions	163,035.00
57	Commercial Repairs, Alterations and Additions	218,215.00
1	Apartment House	34,000.00
3	Schools	547,000.00
1	Office and Warehouse	15,000.00

\$4,820,675.00

While in keeping with other Cities, the preceding statistics represent a reduction of 124 in the number of Permits issued, unlike the other Cities the value of the smaller number of Permits showed a dollar value increase of \$341,150.00. It is quite conceivable that this sum represents the increased cost for erection of the smaller number of units.

BANK CLEARINGS

	1951	1950	Increase
Lethbridge	\$178,854,406.	\$158,342,846.	\$20,511,560.

MEDICINE HAT, Alberta

Statement of Building Permits issued in 1951—
 Total—318
 Value—\$1,569,625.00

This amount is composed of:

80	New Houses	\$ 741,500.00
18	New Buildings	69,350.00
1	New Hotel	220,000.00
2	New Schools	361,900.00

89	Alterations—Houses	39,970.00
25	Alterations—Buildings (Commercial)	100,630.00
90	Private Garages	34,500.00
13	Miscellaneous	1,775.00
		<hr/>
		\$1,569,625.00

While a similar reduction to that of other Cities in the number of units is noted, being 33 fewer than in 1950, the value of the construction for which Permits were issued showed an increase of \$310,245.00. It is quite conceivable that this sum represents the increased cost for erection of the smaller number of units.

RED DEER, Alberta

Statement of Building Permits issued in 1951—

Total 199
Value—\$1,002,590.00

This amount is composed of:

New Dwellings	\$ 462,000.00
Commercial Blocks	432,400.00
Alterations and Repairs	108,190.00
	<hr/>
	\$1,002,590.00

Here again is noted—in common with other Cities—a reduction in the value of construction in 1951 from 1950. The reduction in this City is \$760,485.00. The number of units is not available, but in all probability the reduction is due to causes previously referred to in the reports of other communities.

WETASKIWIN, Alberta

Statement of Building Permits issued in 1951—

Value—\$153,947.00

This amount is composed of:

Commercial Buildings	\$ 16,900.00
Residential Buildings	137,047.00
	<hr/>
	\$153,947.00
City Projects—Streets	\$ 35,000.00

These figures indicate a reduction of \$116,928.00 below 1950 values, indicating the universal nature of the retrenchment from the high levels of the immediate ante-war years due to causes referred to previously.

BROOKS, Alberta

Statement of Building Permits issued in 1951—
Value—\$288,000.00

This amount is composed of:

New Federal Building	\$160,000.00
Eastern Irrigation District Workshop	38,000.00
Alterations to and Extension of	
Business Premises	17,000.00
Six New Homes	73,000.00
	<hr/>
	\$288,000.00

The Council of this Town have had a Provincial Town Planning Board make a survey of the Town, with the object of controlling the growth of the community on well-organized lines. The Provincial Government has a construction program under way in connection with the Provincial Horticultural Station on the outskirts of the Town. The Town reports a need for additional hospital and school accommodation.

EDSON, Alberta

Statement of Building Permits issued in 1951—
Value—\$131,450.00

This amount is composed of:

Dwellings	\$ 94,350.00
Stores	11,100.00
Churches	18,000.00
Machine Shop	8,000.00
	<hr/>
	\$131,450.00

During 1951 a new Hotel was completed, as was also a new High School and a C.N.R. Fuel Oil Tank, as forecasted in the statistics of this Town one year ago. The Town in 1951 suffered a disastrous fire, which undoubtedly will result in a great deal of new construction, provided steel and other materials now in short supply become available in 1952.

GRANDE PRAIRIE, Alberta

Statement of Building Permits issued in 1951—
Total—97
Value—\$580,680.00

This amount is composed of:

Residential—	
New	\$ 93,100.00
Additions	5,300.00

Repairs	9,885.00	\$108,285.00
<hr/>		
Commercial—		
New	\$ 67,220.00	
Additions	12,200.00	
Repairs	12,950.00	92,370.00
<hr/>		
Institutional—		
New	\$379,800.00	
Additions	150.00	
Repairs	75.00	380,025.00
<hr/>		
		\$580,680.00

While the above figures would appear to indicate a marked increase in the value of Building Permits issued in 1951 over 1950, it would be directly opposed to the trend indicated in the reports of all other Cities and Towns in the Province. The increase can be understood when it is noted that the above figures include \$322,000.00 for a Provincial Government Building, and \$45,000.00 for a Church.

LACOMBE, Alberta

Statement of Building Permits issued in 1951—

Total—64
Value—\$209,775.00

This amount is composed of:

10 Dwellings	\$ 55,500.00
House Repairs and Additions	12,360.00
Business Places	133,500.00
Repairs and Alterations to	
Business Places	3,675.00
Miscellaneous Purposes	4,740.00
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	\$209,775.00

In keeping with other Cities and Towns submitting statistics for this Report, it will be noted that the total value of Building Permits for the year 1951 indicates a decrease from the figure for 1950. Such decreases are so consistent that it can be concluded that a universal condition is the result of similar causes, which have been referred to in connection with other communities. These, in general, are the allocating of vital materials to Defence production requirements and a reduction of the urgency of demand for housing.

LEDUC, Alberta

Statement of Building Permits issued in 1951—

Total—41
Value—\$156,850.00

LLOYDMINSTER, Alberta

Statement of Building Permits issued in 1951—

Total—110
Value—\$498,240.00

The above amount covered the erection of Residences and Warehouses, with alterations and extensions to existing premises.

PONOKA, Alberta

Statement of Building Permits issued in 1951—

Value—\$392,450.00

This amount is composed of:

Private Dwellings, Single	\$205,340.00
Elevators, Grain	75,000.00
Offices, Repairs, etc.	800.00
Commercial Garages, Repairs, etc.	575.00
Institutional Buildings	64,250.00
Stores	12,485.00
Post Office	25,000.00
Hatchery	9,000.00
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	\$392,450.00

In addition, the following construction was carried out by the Town of Ponoka:

Gravel Streets, Ditching, etc.	\$ 23,012.00
Sidewalks	7,644.00
Tile Drains, Storm Sewers	2,207.00
Waterworks Connections	4,410.00
Electric Light Distribution System	10,211.00
Street Lighting System	1,580.00
Parks	3,019.00
Arena	5,813.00
Cemetery	1,176.00
Trailer Park	2,179.00
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	\$ 61,251.00

While the value of the Permits shows an apparent increase over the figures for 1950, it will be noted that they include \$100,000.00 for a Grain Elevator and a Post Office. With these excepted, the statistics for the Town would show the effects of the same influences as have all other Cities and Towns submitting statistics to this Board.

WAINWRIGHT, Alberta

Statement of Building Permits issued in 1951—

Total—96
Value—\$452,600.00

New Industries

Company	Location	Type of Business	Investment
Canadian Chemicals Limited	Edmonton (Clover Bar)	Chemicals & Rayon Yarn	\$54,000,000.
Canadian Industries Limited	Edmonton (Strathcona)	Plastics	13,000,000.
Canadian Salt Co. Ltd. (Owner)	Lindbergh	Caustic Soda	3,000,000.
Cornwall Canning Co. Ltd.	Taber	Food Processing	1,000,000.
Gould Battery Co.	Calgary	Storage Batteries	75,000. (est.)
Halowatiuk & Van Brakel Cement Products	Drumheller (Newcastle)	Cement Products	30,000. (est.)
Marwayne Seed Cleaning Co.	Marwayne	Seed Cleaning	30,000.
North Western Pulp & Power Ltd.	Yates	Pulp Mill	5,000,000.
Pacific & Midland Petroleum Co. (Owners)	Stettler	Petroleum Products	2,200,000.
Shell Oil & Fluor. Corp. (Owners)	Jumping Pound	Sulphur	500,000.
Sherritt Gordon Mines Ltd.	Fort Saskatchewan	Nickel Refinery	17,500,000.
Shoquist & Wicklund (Owners)	Edmonton	Prefab. Huts (D.N.D.)	80,000.
Tar American Oils Ltd.	Bonnyville	Petroleum Processing	50,000.
United Trailer Co. Ltd. (Owners)	High River	Prefab. Huts (D.N.D.)	100,000.
Western Wire Products Ltd.	Calgary	Wire Products	30,000.
			\$96,595,000.

Major Extensions to Plants, Warehouses and Branch Offices

Company	Location	Type of Business	Investment
Ackland, D & Sons Ltd.	Edmonton	Automotive & Welding Supplies	\$ 135,000.
Alberta Transit Mix	Calgary	Precast Concrete	50,000.
Calgary Brewery Co. Ltd.	Calgary	Beverages	43,000.
Canadian National Railways	Edmonton (Calder)	Transportation	250,000.
Canadian Propane Ltd.	Grande Prairie	Fuel Farm Implements	100,000. 180,000.
Case, J. I. & Co.	Calgary		
Great West Garment Ltd.	Edmonton	Textiles	750,000.
Grinnell Co. of Canada Ltd.	Edmonton	Sprinkler Equipment	300,000.
Hector Machine Co. Ltd.	Edmonton	Machine Shop	18,000.
Imperial Lumber Co. Ltd.	Edmonton (Jasper Place)	Building Supplies	125,000.
Imperial Oil Co. Ltd.	Edmonton (Strathcona)	Petroleum Products	5,000,000.
Major Aluminum Products Ltd.	Lethbridge	Aluminum Equipment	30,000. (est.)
McMillan, H. R. & Co., Ltd.	Edmonton	Building Supplies	200,000.
McMillan, H. R. & Co. Ltd.	Calgary	Building Supplies	110,000.
Northwestern Manufacturing	Edmonton	Textiles	150,000.
Northwestern Utilities Ltd.	Edmonton	Fuel	250,000.
Palace Bakery	Calgary	Bakery	25,000.
Palm Dairies Ltd.	Calgary	Dairy Products	150,000.
Prairie Rose Manufacturing Co. Ltd.	Edmonton	Beverages	20,000.
Steel-Crafts (Alta.) Ltd.	Calgary	Steel Fabricators	22,000.
Waterous Ltd.	Edmonton	Equipment (General)	100,000.
West Canadian Collieries	Blairmore	Fuel	150,000.
			\$ 8,158,000.

Major Expansions to Department Stores Hotels, and Miscellaneous Businesses

Company	Location	Type of Building	Investment
Assiniboia Hotel	Medicine Hat	Hotel	\$ 350,000. (est.)
Carter Motors Ltd.	Edmonton	Automotive	150,000.
Fyfe-Smith J., Co.	Edmonton	Hardwood Warehouse	150,000.
Hood Motors Limited	Edmonton	Automotive	150,000.
Hudson's Bay Co.	Edmonton	Department Store	400,000.
Imperial Bank of Canada	Edmonton	Financial	1,000,000.
Marshall-Wells Co. Ltd.	Lethbridge	Hardware	62,000.
Safeway Stores Ltd.	Red Deer	Chain Stores	188,000.
Selkirk Hotel	Edmonton	Hotel	100,000.
H. Curlett	Edmonton (Jasper Place)	Hotel	400,000.
			<hr/> \$ 2,950,000.

OIL IN ALBERTA

The continued success of exploration and drilling for oil in Alberta has become World news. The figures which follow are the indicators of attainment to the date on which they were compiled. It is probable that by the time this Report is printed, new discoveries, new wells, new investments and new leased areas may have rendered the most recent statistics out of date. The areas where exploration has located oil now range from the Peace River Block in the North almost to the Southern Boundary of the Province. The Provincial Marketing Board has followed this development closely and has been called on many times by the industry for assistance in obtaining supplies. The Review which follows has been carefully prepared from the most accurate sources available.

New records were achieved in 1951 by all activities related to Alberta's Oil Industry. The production potential was increased, markets were extended and new associated industries located in the Province. The Ontario market, new outlets in the vicinity of the Pipe Line Terminal at Superior, Wisconsin and increased refinery construction on the Prairies accounted to some extent for the greatly increased production.

The number of new oil discoveries eclipsed that of any previous year. While some of these discoveries were made in virgin territory, most of them occurred in a belt south of Edmonton, which is the most extensively explored area of the Province. This success was due to a new pattern of exploration consisting of reviewing and reevaluating information gained from previous efforts. The results obtained indicate that previous discoveries and exploratory failures do not preclude the possibility of new discoveries in the same area. A dry hole was drilled at Wizard Lake in 1947 and this year the thickest oil bearing zone yet found in Canada, over 620 feet, was found a mile away.

The thick sedimentary deposits of the Peace River Area have produced a number of showings of crude oil in the past year. One of these, a well at Belloy, has joined Whitelaw and Normandville as Peace River Area crude oil producers. Coupled with the oil, large reserves of natural gas have been found in the region which has at least five separate gas bearing formations.

The tempo of exploratory drilling in other parts of the Province was stepped up considerably. While no large scale oil discoveries were made, the results were tangible evidence that the success obtained around Edmonton was only an indication of the full potential of the Province.

The potential oil production capacity of the proven fields in the Province at the end of 1951 was in excess of 240,000 barrels of oil daily. This will increase with new discoveries and the fuller development of existing fields, now in production. Construction has been started on the 24-inch Trans-Mountain Pipe Line, which will be in operation early in 1954 with a capacity of 75,000 barrels daily.

The brief itemized statistics which follow are for the period ending December 31st, 1951.

OIL REVIEW FOR 1951

Alberta Oil Production

Production of crude oil in 1951 was 45,915,384 barrels, an increase over 1950 of 18,766,152 barrels. The value of this production was \$116,819,581.00, an increase over 1950 of \$36,251,403.00.

Natural Gas Reserves

During 1951 the Government issued new regulations designed to be an incentive for the undertaking of natural gas exploration and development, with a view to increasing marketable reserves. As a result, in the first nine months of 1951 gas well completions were almost double the total for the whole year of 1950.

Leases and Reservations

The number of active leases at December 31, 1951 totalled 14,330 comprising 9,116,143 acres. At December 31, 1950, the number was 9,351 totalling 5,769,336 acres.

In the same period, the number of reservations increased from 502 to 699 with an area increase from 37,123,411 to 48,261,209 acres.

Drilling Operations

Footage drilled totalled 5,562,665 feet, an increase of 1,232,467 feet over the previous year. There was a substantial increase in the amount of exploratory drilling. Of 1,237 completions, 786 were field development wells and 451 were exploratory tests. Of these tests 161 were successes, giving one oil or gas success out of every 2.8 exploratory holes drilled.

Oil Industry Spendings

A field of dependent and contributory industries is allied to the actual oil industry. An estimate of \$225 millions of dollars can be regarded as an approximation of the amount spent by the oil industry in 1951 in exploration and development.

PRACTICAL ASSISTANCE TO INDUSTRY

The Alberta Marketing Act empowers the Provincial Marketing Board to assist all or any industries within the Province. The following material does not attempt to cover this feature of the work of the Board completely, but will serve to illustrate some of the efforts which have been successful.

I. Tiller Disc Sharpeners:

During 1951 the Board, through its subsidiary Company, Marketing Services Limited, continued with the manufacture and sale of the M.S.L. Disc Sharpener on behalf of the inventor, an

Alberta farmer. Due to adverse weather conditions sales were lower than in 1950, but the advantage of this implement is unquestioned and it will continue to be in demand when farming conditions are more normal.

2. Automatic Coal Stokers:

The feature of these stokers which permits the burning of slack coal has maintained their sale above all previous years. The self-cleaning grate, patented by an Albertan, prevents the formation of clinker and ensures even burning, with a minimum of attention. The Board has continued its assistance to the manufacturer in obtaining supplies of every description at costs which enabled the stokers to be sold to the public at attractive low prices.

3. Furnace Manufacturing:

By continuing its efforts to obtain necessary metals, now restricted by controls and increased demand, the Board has contributed to a considerable growth in the development of the furnace manufacturing industry.

4. Oil Sands Project at Bitumount:

Reference was made in the Report of the Provincial Marketing Board for the year 1950 to the Blair Report. This Report contained technical information, including the raw material and economic aspects of producing finished marketable oils from this immense resource. The reaction to Mr. Blair's findings was most encouraging. The result of distributing this Report was so unexpected that a decision was reached to hold a Conference or Symposium in Edmonton for discussion of all phases of the development of this outstanding natural resource. The Conference was held from September 10th to 15th, 1951 at the University of Alberta, Edmonton, and was attended by more than one hundred official delegates and numerous visitors to the sessions. The representation of major Oil Companies in the U.S.A. was predominant, but there were also delegates from West Germany, England and Brazil. The results of the Symposium will form the subject of a separate publication and will not be referred to in this Report. The Provincial Marketing Board was charged with responsibility for the planning for the Conference, housing, transportation, printing and all other details, and discharged this duty in a satisfactory manner.

The Plant at Bitumount continues to be inactive but is being maintained in such a condition as would enable operations to be resumed very quickly should such action be required.

5. Rock Wool Insulation:

The Provincial Marketing Board during 1951 has encouraged the development of the Plant at Gap Lake and the increased use of Rock Wool as a fire-resistant, clean insulation and a benefit to every type of building. The demand is increasing in all parts of the Province.

6. The Woolen Mill, Magrath, Alberta:

During 1951 the Mill had to contend with unusual fluctuations in the price of wool on world markets. General conditions reduced the demand for pure wool blankets. The public, ever price conscious rather than quality buying, were offered in increasing proportions cotton mixtures, or rayon fillers and even silk fabrics in lower priced blankets, and commercial sales were seriously affected by such competition. The Mill, however, was also producing a high class grey blanket which proved very suitable for the Armed Forces, resulting in defence contracts which enabled full operations to continue. Progress has been steady and satisfactory, and the output is a credit to the Province. The Mill provides year round employment for a number of families in an area where industries are largely seasonal in their operations. Some blankets are manufactured for Custom customers who send in wool and/or rags in part payment for blankets.

7. Automatic Die Sinking Machine:

In the interests of one Alberta industry, the Board assisted in the importation of a very modern Die Sinking and Cutting Machine. This enables Dies to be cut to a precision exact to specifications, several operations being performed simultaneously. The resultant Dies do not require trimming or sand blasting but are the finished article ready for use. It is anticipated, in the event that local industries are required to re-tool for Defence production, the ability of this machine will be taxed to the limit, three shifts per day. Aluminum Ingots have been procured for use in Die making and the available supply of this commodity appears to be adequate for present requirements.

8. Centrifugal Soil Pipe Casting Machine:

Here again the Board, at the request of an Alberta industry, assisted in the importation of a Centrifugal Soil Pipe Casting Machine. This machine is simple to operate, to the extent that unskilled workers can quickly be trained in its use. It has an output of one six foot length of soil pipe with bell end every ninety seconds. The pipe is remarkably uniform with perfect concentricity and does not require sand blasting or other process to finish it for use, after it leaves the machine. The introduction of this machine to Alberta may encourage other Firms to modernize their casting methods at a comparatively small expense.

9. Propane Gas:

The development of this industry during 1951 entered a new phase requiring the provision of large above-ground systems for industrial use. Previously the accent had been on domestic installations and to a small extent tanks for trucks and cars. Defence requirements in the U.S.A. has increased the difficulty of obtaining metal cylinders for this gas but the Provincial Marketing Board has so far been able to provide pressure vessels to a sufficient extent to meet the demand. These efforts will be continued during 1952.

10. Disposal of Motor Vehicles:

The Board has continued to operate as Agent for all Government Departments in the disposal of used Motor Vehicles, passenger cars, trucks and heavy mechanical equipment such as Bulldozers

and Caterpillars. Each sale is advertised in daily papers throughout the Province. The advertisement requests the general public to bid for vehicles by sealed Tenders. The result of the sales during 1951 was the disposal of 97 Motor Vehicles for a total recovery of \$80,674.10.

F. VETERANS' ASSISTANCE

As had been stated in the Report of the Provincial Marketing Board for the year 1950, the applications from veterans for aid declined in 1951, as did the demolition materials which had been helpful to so many former servicemen in previous years. During 1951 the Board was constantly at the service of veterans to help them make purchases at the most advantageous prices and from the best markets or producers. Such services will be continued in 1952.

G. MARKETING SERVICES LIMITED

Marketing Services Limited is a wholly owned subsidiary of the Provincial Marketing Board and operates the trading accounts as are referred to in the Auditor's Statement for 1951. Attention is drawn to the following points of interest:

After providing reserves for bad debts and stock obsolescence, a net profit was realized as shown by the Auditor's Statement. It is to be noted that this Corporation, as a trading activity, is required before net profits are determined to pay from its operation all salaries, rentals, interest on borrowed capital and all other expenses incurred in its operations.

The Provincial Marketing Board Sales Division—Under authority of Order-in-Council 369/47 this Board (Sales Division) acted as Agent for the Minister of the Department of Public Works in selling buildings and materials derived from certain properties acquired from the Government of Canada and consisting principally of Airports and Army Camps. Proceeds of sales for the period which this Board has acted as Agent, after payment of expenses including wages and salaries, chargeable to the various projects, have been deposited to the General Revenue Fund of the Province and have since inception amounted to a total of \$628,833.75. With the decline in materials, this activity will work itself out to the point where a service of this nature will no longer be required.

H. COMPARATIVE TABLES ON ALBERTA INDUSTRIES

To many people statistics make dull reading and pages of figures are frequently passed over with but a cursory glance. Yet the majority of big businesses and Governments maintain statistical departments, either for their own immediate benefit or for the information of the public.

The figures which follow—provided by the Provincial Statistician—are worthy of close study. Certain definite conclusions can be drawn from them. The reader must be impressed by the excess of increase figures over decreases. The growth of manufacturing, the oil industry and, indirectly agriculture is demonstrated numerically and in dollar value.

STATISTICS—ALBERTA

Particulars	1951 \$	1950 \$	Increase \$	Decrease \$	Increase %	Decrease %
Retail Sales	\$831,350,000	747,690,000	83,660,000	11.19
Wholesale Sales	\$490,000,000	430,000,000	60,000,000	13.95
Employees	237,950	230,257	7,693	3.34
Salaries and Wages Paid	\$446,770,000	419,630,507	27,139,493	6.47
Value of Mfrs. Products	\$421,750,000	389,200,000	32,550,000	8.36
Flour Mills—						
Production	Bbls.	3,512,721	2,964,169	548,552	18.51
Sales		\$ 27,121,780	26,689,288	432,492	1.62
Packing Plants—						
Production—Meat	Lbs.	197,146,551	199,949,510	2,802,959	1.40
Sales		\$101,787,007	85,672,877	16,114,130	18.81
Meat Exports	Lbs.	94,953,022	98,799,379	3,846,357	3.89
Butter Production—						
(Creamery)	Lbs.	28,960,000	31,238,000	2,278,000	7.29
Cheese Production—						
(Factory)	Lbs.	2,080,000	2,940,000	860,000	29.25
Coal Production—						
Quantity	Tons	7,661,276	8,118,206	456,930	5.63
Value		\$ 41,000,953	41,631,579	630,626	1.51
Petroleum Production—						
Sales of Products	Bbls.	\$ 88,156,267	80,236,619	7,919,648	9.87
Production		45,915,384	27,149,232	18,766,152	69.12
Value		\$116,819,581	80,568,178	36,251,403	44.99
Salt Production	Tons	19,770	25,595	169,264	5,825	22.76
Defence Contracts Awarded		\$ 13,318,538	(1 1/3 Mos.)	13,149,274

RETAIL TRADE—ALBERTA

Summary for 1951 as compared with 1950
(According to the undermentioned classifications.)

	1951	1950	Increase	Decrease
Grocery and Combination Stores	\$ 90,640,000	\$ 78,300,000	\$ 12,340,000	
Meat Stores	17,670,000	15,580,000	2,090,000	
Country General Stores	72,720,000	66,740,000	5,980,000	
Department Stores	63,680,000	59,180,000	4,500,000	
Variety Stores	8,740,000	7,810,000	930,000	
Motor Vehicle Dealers	114,210,000	95,580,000	18,630,000	
Garage and Filling Stations	40,220,000	35,960,000	4,260,000	
Men's Clothing Stores	12,460,000	11,420,000	1,040,000	
Family Clothing Stores	9,020,000	7,920,000	1,100,000	
Women's Clothing Stores	13,290,000	12,390,000	900,000	
Shoe Stores	4,030,000	3,940,000	90,000	
Hardware Stores	30,910,000	29,540,000	1,370,000	
Lumber and Building Materials Dealers	43,680,000	41,330,000	2,350,000	
Furniture Stores	9,240,000	9,180,000	60,000	
Appliance and Radio Stores	11,050,000	11,320,000	270,000	
Restaurants	34,330,000	32,450,000	1,880,000	
Coal and Wood Dealers	1,050,000	1,300,000	250,000	
Drug Stores	15,260,000	13,890,000	1,370,000	
Jewellery Stores	5,180,000	5,300,000	120,000	
Tobacco Stores	3,320,000	3,040,000	280,000	
All other trades	230,650,000	205,520,000	25,130,000	
	<hr/>	<hr/>	<hr/>	<hr/>
	\$ 831,350,000	\$ 747,690,000	\$ 84,300,000	\$ 640,000

COST OF LIVING INDICES IN 1951

The Dominion Bureau of Statistics Cost of Living index declined from 191.2 to 191.1 between November 1st and December 1st, 1951, the first decrease in 23 months. The previous decrease was recorded between December 1st, 1949 and January 3rd, 1950, when the index declined 0.5 points. The latest movement of the index was accounted for by a slight recession in foods, which overbalanced small increases in clothing, and home furnishings and services. The food index moved from 250.2 to 249.3, as a result of decreases in meats, particularly pork and eggs, which proved of greater importance than a large increase in potatoes, milk, butter and other vegetables. The clothing index rose from 214.6 to 215.5, reflecting increases in men's wear. Widely scattered advances for furniture items, furnishings, floor coverings, hardware, dishes, electrical goods, laundry rates and telephone rates supported an increase in home furnishings and services from 199.9 to 200.6. From August, 1939 to December, 1951, the increase in the Cost of Living index was 89.6 percent.

INDEX NUMBERS OF LIVING COSTS IN CANADA (Prices in 1935-1939 equal 100)

		% Increase since Aug. 1939	Total	Food	Rent	Fuel and Light	Clothing	Home Furnishings and Services	Miscellaneous
1950									
Jan.	59.7	161.0	199.4	125.0	135.6	183.3	167.0	131.6
Feb.	60.3	161.6	201.3	125.0	135.9	183.0	166.4	132.1
Mar.	62.4	163.7	204.0	132.7	136.3	181.4	166.3	132.1
April	62.7	164.0	204.5	132.7	138.0	181.2	166.4	132.3
May	62.7	164.0	204.6	132.7	137.5	180.8	166.4	132.3
June	64.1	165.4	209.0	132.7	137.1	180.7	166.9	132.4
July	66.2	167.5	214.3	134.9	137.7	180.7	166.9	132.5
Aug.	67.2	168.5	216.7	134.9	138.4	180.9	168.9	132.5
Sept.	68.5	169.8	218.8	135.5	140.8	182.3	171.1	132.8
Oct.	69.3	170.7	220.1	135.5	141.0	183.5	172.7	133.3
Nov.	69.3	170.7	218.6	136.4	140.6	184.5	174.8	133.4
Dec.	69.7	171.1	218.8	136.4	140.7	184.9	176.4	134.1
1951									
Jan.	71.1	172.5	220.2	136.4	141.5	187.1	179.8	135.8
Feb.	73.8	175.2	224.4	136.4	141.7	192.4	185.1	137.0
Mar.	78.3	179.7	233.9	137.6	146.5	196.3	188.6	137.8
April	80.4	181.8	238.4	137.6	146.7	198.8	190.7	138.8
May	80.6	182.0	235.4	137.6	146.2	201.5	194.9	140.7
June	82.6	184.1	239.8	139.8	146.2	202.5	197.1	144.0
July	86.1	187.6	249.7	139.8	147.2	202.9	196.4	142.2
Aug.	87.4	188.9	251.4	139.8	148.2	204.6	199.0	143.7
Sept.	88.3	189.8	251.1	142.7	149.5	206.9	199.1	144.0
Oct.	88.9	190.4	249.7	142.7	150.2	213.8	200.1	144.3
Nov.	89.7	191.2	250.2	144.8	150.8	214.6	199.9	144.9
Dec.	89.6	191.1	249.3	144.8	150.8	215.5	200.6	144.9

GENERAL BUSINESS REVIEW AND OUTLOOK

CANADIAN CONDITIONS

Retailers are looking forward to a boost in sales that have been sagging in the last six months. While not many are expecting record sales, indicators show plenty of purchasing power (average weekly earnings are up 18% over last year and employment is at an all-time high).

Credit restrictions seem to be keeping loans down to the level set by the Government. Total loans have only increased 25%; half of this increase is due to heavier industrial borrowing, personal loans are only slightly higher than last year.

The new controls on steel may have some immediate influence on employment. Automobile manufacturers will likely be the hardest hit but, with an estimated one-ninth of the labor force needed for defence production, any resulting unemployment should be only temporary.

Orders for defence goods placed in the first half of this fiscal year amount to \$1.1 billion, compared to \$760 million during the whole of the previous year. The rate of disbursement has been increasing rapidly in the last few months. The peak will probably be reached early in 1953. One-third of the total appropriation will be spent on the aircraft program.

The fourth quarter of 1951 finds the Canadian construction industry picture still a bright one. Construction contract awards have reached an all-time high of over two billion dollars for the first ten months of 1951. This represents an increase of approximately \$500 million over the complete picture for 1950.

During the last fifteen months, United States defence orders with Canada totalled \$95,000,000, whereas Canada placed \$500,000,000 in the United States.

Recent action of the United States, in suspending customs duties on imports from Canada of component parts for direct incorporation into military equipment, should increase these exports appreciably.

Construction of the 358-mile railway to connect Seven Islands, Quebec, with the iron ore fields in Northern Quebec and Labrador, has been progressing in satisfactory manner, with considerable steel laid and with grading done on about 90 miles of line from the southern end and on about 30 miles from the northern end. About 3,300 men are employed. Work is progressing well on the terminals at Seven Islands, also.

The Lake season for shipments of coal has now been completed and, apparently, the docks throughout Canada have a fairly good supply which, under normal consumption, will take them well into the Spring of 1952 and, as a very large percentage of the industrial coal which comes into Canada is moved over docks, the industrial consumers of coal should not have worries until next Spring.

At this time of year, there is usually a terrific backlog of orders in the setup box industry, but there are a few who are not as busy

as they would like to be. The board mills are up to date on their orders and the supply situation along that line has greatly improved over the past few months.

It is understood that kraft liner is becoming easier in supply and this should have a marked effect on the easing of corrugated shipping.

LOOKING FORWARD

Retail cut price sales will be evident in the first quarter of 1952. Retail inventories over-all are reported to be in good shape. Consumers and retailers can look for bargains in the following lines, during the first quarter of 1952: women's wear, men's wear, linens, electric refrigerators, electric and gas ranges, as well as washing machines and other electrical appliances.

Interest rates on business loans are expected to increase.

HOUSING

The number of contracts for housing are dropping sharply. Figures are down for the full year 1951 by about 27%. Tighter credit has been a principal deterrent with construction costs still going up. Many Cities and Towns report realty sales are lower in number and prices also are slightly lower. It is expected, however, that in 1952 we will experience a building boom year when compared with pre-war standards.

AUTOMOBILES

People are not purchasing the usual number of cars. It is more than a seasonal slump. Dealers blame the high prices, increased taxes and the arrival of new models. The slump, however, is considered to be of a temporary duration. People plan to keep their old cars longer. This is causing the car repair business to show signs of increased activity and an even faster pickup in this trade may be anticipated.

FOREIGN EXCHANGE

Elimination of Foreign Exchange Restrictions will help our Canadian economy. Ottawa has allowed non-residents to withdraw capital funds from Canada since early Summer and the outflow has been considered moderate. It is thought that this result convinced the Bank of Canada that Foreign Exchange Restrictions were no longer required. As a result of this policy on Foreign Exchange, the investment of American capital in Canada may be increased considerably.

STEEL

It is considered the prices will increase in 1952, particularly due to wage increases in the industry in the United States.

WAGES

It is anticipated wages will continue to rise. There is nothing foreseen so far to indicate a reversal in the long-term upsurge of wage rates in 1952.

DEFENCE CONTRACTS

Large amounts of money will be spent in Defence Contracts during 1952. Manufacturing plants will be required to look over their possibilities for conversion to essential output, even though this conversion may mean a substantial change in the original operations, production and product.

METALS

With the exception of lead, there has been no easing in inquiries for most metals during the past several weeks. On the contrary, demand for most primary metals has continued to exceed the available supply and may continue to do so well into 1952. On the whole, metal prices are strong and some will probably move higher during the early part of 1952. However, it is wise to consider that prices of metals might quickly be affected by downward pressure if current heavy demands were to collapse suddenly.

LINSEED OIL

The difference between supply and demand will narrow substantially before the new crop of primary products become available. The present demand is down, but it is considered a seasonable slump. It is anticipated in 1952 the requirements will be large. Prices, therefore, will be somewhat high.

ALCOHOL

Total stocks of industrial alcohol in bonded warehouses and in denaturing plants as of November 1st were sharply above those of a year ago. Total supplies are large in relation to requirements. It is anticipated that the price will be downward in 1952.

GLYCERINE

Although current and prospective supplies cannot be regarded as plentiful, no serious stringency is probable. Total requirements in recent months have been substantial. Indications are that demand will increase early in 1952. Price: Revisions, if any, probably will be up.

RUBBER

Large world production of natural rubber has eliminated all danger of any rubber shortage for some time to come; world war or not.

SULPHUR

The output dropped moderately in October, but producers stocks continued to increase. The demand is well in excess of available supplies. Prices may rise in 1952.

TURPENTINE

Domestic consumption is declining along seasonal lines. Total requirements for 1952, however, will be substantial.

CONCLUSION

In closing, may I express to you, Sir, and to your Deputy Minister, and to the officials of this and the other Departments of the Government, my sincere thanks for the interest that has been taken in our operations.

To the manufacturers, wholesalers, retailers, and the ultimate consumers of the Province, may I extend my appreciation for their co-operation, which has in a large measure been responsible for bringing about the successful year the Board has enjoyed and which has just closed.

To Mayors and other municipal officials, to the Industrial Commissioners of Cities, and to the Press throughout the Province, who during the year of 1951 have in their several ways co-operated with the Board as its work has been carried on in their various communities, may I express appreciation and thanks.

To the Marketing Board members and their assistants, permit me to further convey my thanks for their co-operation, which has been at all times so generously given.

Respectfully submitted,

GEORGE A. CLASH,
Chairman.

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